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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/728,110	12/01/2000	Paul E. Jacobs	PA000380	4522

23696 7590 06/23/2004

Qualcomm Incorporated  
Patents Department  
5775 Morehouse Drive  
San Diego, CA 92121-1714

EXAMINER

BOUTAH, ALINA A

ART UNIT PAPER NUMBER

2143

10

DATE MAILED: 06/23/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

# Office Action Summary

Application No.

09/728,110

Applicant(s)

JACOBS ET AL.

Examiner

Alina N Boutah

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

## Status

- 1) ☒ Responsive to communication(s) filed on 01 December 2000.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

## Disposition of Claims

- 4) ☒ Claim(s) 1-78 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-78 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

## Application Papers

- 9) ☒ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 01 December 2000 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☒ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

## Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- \* See the attached detailed Office action for a list of the certified copies not received.

## Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date 9.
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: \_\_\_\_\_.

## **DETAILED ACTION**

### ***Oath/Declaration***

The oath or declaration is defective. A new oath or declaration in compliance with 37 CFR 1.67(a) identifying this application by application number and filing date is required. See MPEP §§ 602.01 and 602.02.

The oath or declaration is defective because: the inventors' signatures are missing.

### ***Specification***

The lengthy specification has not been checked to the extent necessary to determine the presence of all possible minor errors. Applicant's cooperation is requested in correcting any errors of which applicant may become aware in the specification.

### ***Double Patenting***

Claim 6 is objected to under 37 CFR 1.75 as being a substantial duplicate of claim 10. When two claims in an application are duplicates or else are so close in content that they both cover the same thing, despite a slight difference in wording, it is proper after allowing one claim to object to the other as being a substantial duplicate of the allowed claim. See MPEP § 706.03(k).

### ***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

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(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1-78 are rejected under 35 U.S.C. 103(a) as being unpatentable over USPN 5,809,242 issued to Shaw et al. (hereby Shaw) in view of USPN 5,796,952 issued to Davis et al. (hereby Davis).

Regarding claim 1, Shaw teaches a system for distributing advertisements to a multiplicity of client devices each of which is configured for communications via a communications network, the system comprising:

an advertisement distribution facility that communicates with a client device over the communications network, via a respective advertisement download communication link (figures 1 and 6; col. 3, lines 42-50);

wherein each of the client devices downloads advertisements from the advertisement distribution facility the respective advertisement download communication link (figures 1 and 6, col. 7, lines 36-51 ); and

wherein each of the client devices communicates with a data communications service provider over the communications network via a respective data communications link that is separate from the respective advertisement download communication link (figure 6, col. 1, lines 51-67).

However, Shaw does not explicitly teach the advertisements being communicated with multiplicity of client devices. Davis teaches distributing advertisements to a multiplicity of

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client devices (figure 1, col. 3, lines 14-32). At the time the invention was made, one of ordinary skill in the art would have been motivated to distribute advertisements to a multiplicity of client devices in order to increase the chance of the ad being exposed to users, therefore maximizing the chances that the user will purchase advertiser's products.

Regarding claim 2, Shaw teaches the system as set forth in Claim 1, wherein the communications network comprises the internet (col. 1, lines 51-67).

Regarding claim 3, Shaw teaches the system as set forth in Claim 1, wherein each of the client devices is equipped with software that effects communications with both the advertisement distribution facility and the data communications service provider (col. 10, lines 42-64).

Regarding claim 4, Shaw teaches the system as set forth in Claim 3, wherein the software is subsidized by revenues attributable to the downloaded advertisements (col. 7, lines 3-15).

Regarding claim 5, Shaw teaches the system as set forth in Claim 1, wherein the data communications service provider comprises an e-mail service provider (abstract).

Regarding claim 6, Shaw teaches the system as set forth in Claim 1, wherein the data communications service provider comprises an internet service provider (col. 1, lines 51-67).

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Regarding claim 7, Shaw teaches the system as set forth in Claim 3, wherein the software is e-mail software (abstract).

Regarding claim 8, this is similar to claim 4, therefore is rejected under the same rationale.

Regarding claim 9, Shaw teaches the system as set forth in Claim 3, wherein the data communications service provider comprises an e-mail service provider (abstract).

Regarding claim 10, Shaw teaches the system as set forth in Claim 1, wherein the data communications service provider comprises an internet service provider (col. 1, lines 51-67).

Regarding claim 11, Shaw teaches the system as set forth in Claim 7, wherein the data communications service provider comprises an e-mail service provider (abstract).

Regarding claim 12, Shaw teaches the system as set forth in Claim 3, wherein the advertisement distribution facility is operated by a producer of the software (col. 7, lines 3-15).

Regarding claim 13, Shaw teaches the system as set forth in Claim 3, wherein the advertisement distribution facility is operated by a vendor of the software (col. 7, lines 3-15).

Regarding claim 14, Shaw teaches the system as set forth in Claim 12, wherein the software is e-mail software (abstract).

Regarding claim 15, Shaw teaches the system as set forth in Claim 13, wherein the software is e-mail software (abstract).

Regarding claim 16, Shaw teaches the system as set forth in Claim 1, wherein: the advertisement distribution facility transmits ad display parameters to each of the client devices, and each of the client devices displays at least selected ones of the downloaded advertisements in accordance with the ad display parameters (abstract).

Regarding claim 17, Shaw teaches the system as set forth in Claim 16, wherein the ad display parameters specify, for each of at least prescribed ones of the at least selected ones of the downloaded advertisements, how many times that advertisement is to be displayed for a given time period, and how long that advertisement is to be displayed each time that it is displayed (col. 6, lines 41-59).

Regarding claim 18, Shaw teaches the system as set forth in Claim 16, wherein the ad display parameters specify, for each of at least prescribed ones of the at least selected ones of the downloaded advertisements, how many times that advertisement is to be displayed for a given time period (col. 6, lines 41-59).

Regarding claim 19, Shaw teaches the system as set forth in Claim 16, wherein the ad display parameters specify, for each of at least prescribed ones of the at least selected ones of the downloaded advertisements, how long that advertisement is to be displayed each time that it is displayed (col. 6, lines 41-59).

Regarding claim 20, although Shaw does not explicitly teach the system as set forth in Claim 16, wherein the ad display parameters specify, for each of at least prescribed ones of the at least selected ones of the downloaded advertisements, a start date/time before which the associated advertisement should not be displayed, and the end date/time after which the associated advertisement should not be displayed, he teaches the client determining which advertisements to display and at what time (col. 7, lines 51-54), therefore these features are inherent in the system.

Regarding claim 21, although Shaw does not explicitly teach the system as set forth in Claim 17, wherein the ad display parameters specify, for each of the at least prescribed ones of the at least selected ones of the downloaded advertisements, a start date/time before which the associated advertisement should not be displayed, and the end date/time after which the associated advertisement should not be displayed, he teaches the client determining which advertisements to display and at what time (col. 7, lines 51-54), therefore these features are inherent in the system..



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Regarding claim 22, Shaw teaches the system as set forth in Claim 16, wherein the ad display parameters specify, for each of at least prescribed ones of the at least selected ones of the downloaded advertisements, the total/cumulative amount of time that advertisement is to be displayed (col. 6, lines 21-25).

Regarding claim 23, Shaw teaches the system as set forth in Claim 17, wherein the ad display parameters specify, for each of the at least prescribed ones of the at least selected ones of the downloaded advertisements, the total/cumulative amount of time that advertisement is to be displayed (col. 6, lines 21-25).

Regarding claim 24, Shaw teaches the system as set forth in Claim 21, wherein the ad display parameters specify, for each of the at least prescribed ones of the at least selected ones of the downloaded advertisements, the total/cumulative amount of time that advertisement is to be displayed (col. 6, lines 21-25).

Regarding claim 25, Shaw teaches the system as set forth in Claim 16, wherein the ad display parameters include any one or more of the following parameters for each advertisement to be displayed: a maximum face time that the associated advertisement is to be displayed each time that it is displayed; and a maximum cumulative face time that the associated advertisement is to be displayed, wherein the face time comprises a time period during which a prescribed minimum level of user activity occurs (col. 7, lines 3-16).

Regarding claim 26, Shaw teaches the system as set forth in Claim 25, wherein the user activity comprises any user action that is indicative of user interaction with the client device on which the advertisements are to be displayed (col. 7, lines 3-16).

Regarding claim 27, Shaw teaches the system as set forth in Claim 26, wherein the user activity comprises any user action that is indicative of the user viewing a display screen associated with the client device on which the advertisements are to be displayed (col. 7, lines 3-16).

Regarding claim 28, Shaw teaches the system as set forth in Claim 26, wherein the user activity comprises any of the following user actions: movement of a pointer device associated with the client device on which the advertisements are to be displayed, and use of an input device associated with the client device on which the advertisements are to be displayed (col. 14, 43-58).

Regarding claim 29, Shaw teaches the system as set forth in 26, wherein the user activity comprises any of the following user actions: movement of a mouse associated with the client device on which the advertisements are to be displayed; clicking of a mouse button associated with the mouse; and movement of one or more keys of a keyboard associated with the client device on which the advertisements are to be displayed (col. 14, 43-58).

Regarding claim 30, Shaw teaches the system as set forth in Claim 1, wherein the advertisement distribution facility includes: at least one ad server, each of which stores at least one of the advertisements to be downloaded, at least one playlist server that generates at least one playlist, and each playlist identifies a plurality of advertisements to be downloaded by at least one of the client devices (col. 22, lines 42-57).

Regarding claim 31, Shaw teaches the system as set forth in Claim 30, wherein each playlist contains a list of the advertisements to be downloaded by at least one of the client devices, and a source address identifying a site from which each listed advertisement can be fetched (col. 7, lines 24-31).

Regarding claim 32, Shaw teaches the system as set forth in Claim 30, wherein each playlist contains a list of the advertisements to be downloaded by at least one of the client devices, and the address of the ad server where each listed advertisement is stored (col. 7, lines 24-31).

Regarding claim 33, Shaw teaches the system as set forth in Claim 30, wherein the advertisement distribution facility is controlled by a vendor of the software (col. 7, lines 3-15).

Regarding claim 34, Shaw teaches the system as set forth in Claim 30, wherein the at least one ad server comprises a plurality of ad servers that each store at least one of the advertisements to be downloaded by at least one of the client devices (figure 1).

Regarding claim 35, the system as set forth in Claim 30, wherein: the at least one playlist server is controlled by a vendor of the software (col. 7, lines 3-15); and the at least one ad server comprises a plurality of ad servers that each store one or more advertisements to be distributed to clients of the vendor of the software (figures 1 and 6); and at least one of the plurality of ad servers is controlled by the vendor of the software (col. 7, lines 3-15).

Regarding claim 36, Shaw teaches the system as set forth in Claim 30, wherein: the at least one playlist server is controlled by a vendor of the software (col. 7, lines 3-15); and the at least one ad server comprises a plurality of ad servers that each store one or more advertisements to be distributed to clients of the vendor of the software (figures 1 and 6); and at least one of the plurality of ad servers is controlled by an entity other than the vendor of the software that has granted the vendor of the software and its clients access to its ad servers (col. 7, lines 3-15).

Regarding claim 37, Shaw teaches the system as set forth in Claim 1, wherein the advertisement distribution facility includes: at least one ad server which stores the advertisements to be downloaded by the client devices, each advertisement being stored in a storage location designated by a source address, at least one playlist server that generates at least one playlist, and transmits one or more of the generated playlists to each client device (figures 1 and 6); and each playlist identifies a plurality of advertisements to be downloaded by at least one of the client devices (col. 7, lines 3-15).

Regarding claim 38, Shaw teaches the system as set forth in Claim 37, wherein the at least one ad server comprises a plurality of ad servers that each store at least one of the advertisements to be downloaded by at least one of the client devices (figures 1 and 6).

Regarding claim 39, Shaw teaches the system as set forth in Claim 37, wherein: the at least one playlist server is controlled by a vendor of the software (col. 7, lines 3-15); and the at least one ad server comprises a plurality of ad servers that each store one or more advertisements to be distributed to clients of the vendor of the software, and at least one of the plurality of ad servers is controlled by the vendor of the software (figures 1 and 6).

Regarding claim 40, Shaw teaches the system as set forth in Claim 37, wherein: the at least one playlist server is controlled by a vendor of the software, and the at least one ad server comprises a plurality of ad servers that each store one or more advertisements to be distributed to clients of the vendor of the software (figures 1 and 6); and at least One of the plurality of ad servers is controlled by an entity other than the vendor of the software that has granted the vendor of the software and its clients access to its ad servers (figures 1 and 6).

Regarding claim 41, Shaw teaches the system as set forth in Claim 37, wherein each playlist contains a list of ad identifiers that identify respective ones of the advertisements to be downloaded, and a list of corresponding source addresses that identify the corresponding storage location from which each respective advertisement can be fetched (col. 7, lines 46-51).

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Regarding claim 42, Shaw teaches the system as set forth in Claim 37, wherein the at least one playlist server includes a playlist processing function that receives an identification of a current playlists from each of the client devices, and in response thereto, transmits to each respective one of the client devices an indication that its current playlists is valid and does not need to be augmented, or a new playlists (col. 7, lines 23-51).

Regarding claim 43, Shaw teaches the system as set forth in Claim 41, wherein the at least one playlist server includes a playlist processing function that receives an identification of a current playlists from each of the client devices, and in response thereto, transmits to each respective one of the client devices an indication that its current playlists is valid and does not need to be augmented, or a new playlists (col. 7, lines 23-51).

Regarding claim 44, Shaw teaches the system as set forth in Claim 43, wherein each of the client devices compares the ad identifiers listed in its current playlists with the ad identifiers listed in its new playlists, generates a list of source addresses for the advertisements corresponding to the ad identifiers in its new playlists that are different from the ad identifiers contained in its current playlists, and then fetches the advertisements corresponding to the generated list of source addresses from the appropriate storage locations, over one or more advertisement download sessions (col. 22, lines 42-57).

Regarding claim 45, Shaw teaches the system as set forth in Claim 37, wherein the at least one playlist server includes a playlist processing function that, at prescribed playlist check

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intervals, receives an identification of a current playlists from each of the client devices, and in response thereto, transmits to each respective one of the client devices an indication that its current playlists is valid and does not need to be augmented, or a new playlist (col. 7, lines 23-51).

Regarding claim 46, Shaw teaches the system as set forth in Claim 41, wherein the at least one playlist server includes a playlist processing function that, at prescribed playlist check intervals, receives an identification of a current playlists from each of the client devices, and in response thereto, transmits to each respective one of the client devices an indication that its current playlists is valid and does not need to be augmented, or a new playlist (col. 7, lines 23-51).

Regarding claim 47, Shaw teaches the system as set forth in Claim 46, wherein each of the client devices compares the ad identifiers listed in its current playlists with the ad identifiers listed in its new playlists, generates a list of source addresses for the advertisements corresponding to the ad identifiers in its new playlists that are different from the ad identifiers contained in its current playlists, and then fetches the advertisements corresponding to the generated list of source addresses from the appropriate storage locations, over one or more advertisement download sessions (col. 7, lines 23-51).

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Regarding claim 48, Shaw teaches the system as set forth in Claim 44, wherein each advertisement download session is limited to a prescribed maximum time duration (col. 7, line3-5).

Regarding claim 49, Shaw teaches the system as set forth in Claim 47, wherein each advertisement download session is limited to a prescribed maximum time duration (col. 7, lines 3-5).

Regarding claim 50, Shaw teaches the system as set forth in Claim 1, wherein the advertisements comprise advertisement files each of which includes an image (figure 8).

Regarding claim 51, Shaw teaches the system as set forth in Claim 50, wherein each image comprises one of a GIF image, a PNG image, and a JPEG image (figure 8).

Regarding claim 52, Shaw teaches the system as set forth in Claim 37, wherein: each playlist contains ad display parameters, and each of the client devices displays at least selected ones of the downloaded advertisements in accordance with the ad display parameters (col. 22, lines 42-54).

Regarding claim 53, Shaw teaches the system as set forth in Claim 52, wherein the ad display parameters specify, at least prescribed ones of the at least selected ones of the downloaded for each of advertisements, how many times that advertisement is to be displayed



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for a given time period, and how long that advertisement is to be displayed each time that it is displayed (col. 7, lines 3-15).

Regarding claim 54, Shaw teaches the system as set forth in Claim 52, wherein the ad display parameters specify, for each of at least prescribed ones of the at least selected ones of the downloaded advertisements, how long that advertisement is to be displayed each time that it is displayed (col. 7, lines 3-15).

Regarding claim 55, Shaw teaches the system as set forth in Claim 52, wherein the ad display parameters specify, for each of at least prescribed ones of the at least selected ones of the downloaded advertisements, a start date/time before which the associated advertisement should not be displayed, and the end date/time after which the associated advertisement should not be displayed (col. 7, lines 3-15).

Regarding claim 56, Shaw teaches the system as set forth in Claim 53, wherein the ad display parameters specify, for each of the at least prescribed ones of the at least selected ones of the downloaded advertisements, a start date/time before which the associated advertisement should not be displayed, and the end date/time after which the associated advertisement should not be displayed (col. 7, lines 3-15).

Regarding claim 57, Shaw teaches the system as set forth in Claim 52, wherein the ad display parameters specify, for each of at least prescribed ones of the at least selected ones of the

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downloaded advertisements, how many times that advertisement is to be displayed for a given time period (col. 7, lines 3-15).

Regarding claim 58, Shaw teaches the system as set forth in Claim 52, wherein the ad display parameters specify, for each of at least prescribed ones of the at least selected ones of the downloaded advertisements, the total/cumulative amount of time that advertisement is to be displayed (col. 7, lines 3-15).

Regarding claim 59, Shaw teaches the system as set forth in Claim 53, wherein the ad display parameters specify, for each of the at least prescribed ones of the at least selected ones of the downloaded advertisements, the total/cumulative amount of time that advertisement is to be displayed (col. 7, lines 3-15).

Regarding claim 60, Shaw teaches the system as set forth in Claim 57, wherein the ad display parameters specify, for each of the at least prescribed ones of the at least selected ones of the downloaded advertisements, the total/cumulative amount of time that advertisement is to be displayed (col. 7, lines 3-15).

Regarding claim 61, Shaw teaches the system as set forth in Claim 37, wherein the at least one playlist server receives from each of the client devices a respective cookie containing information relating to user/client device behavior and/or user demographics specific to that particular client device (col. 5, lines 5-13).

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Regarding claim 62, Shaw teaches the system as set forth in Claim 61, wherein the at least one playlist server selects the one or more playlists to be transmitted to each client device based at least partially on the respective cookie received from that client device (col. 5, lines 13-18).

Regarding claim 63, Shaw teaches the system as set forth in Claim 37, wherein the at least one playlist server selects the one or more playlists to be transmitted to each client device based at least partially on monitored behavior of that client device (col. 19, lines 4-22).

Regarding claim 64, Shaw teaches the system as set forth in Claim 37, wherein the at least one playlist server selects the one or more playlists to be transmitted to each client device based at least partially on user demographics (col. 5, lines 5-13).

Regarding claim 65, Shaw teaches the system as set forth in Claim 37, wherein the one or more playlists transmitted to each client device is customized to that client device (abstract; col. 5, lines 18-24).

Regarding claim 66, Shaw teaches the system as set forth in Claim 37, wherein the one or more playlists transmitted to each client device is tailored to that client device (abstract; col. 5, lines 18-24).

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Regarding claim 67, Shaw teaches the system as set forth in Claim 37, wherein the at least one playlist server selects the one or more playlists to be transmitted to each client device based at least partially on client information uploaded to the advertisement distribution facility by each client device (col. 5, lines 5-13).

Regarding claim 68, Shaw teaches the system as set forth in Claim 37, wherein the at least one playlist server selects the one or more playlists to be transmitted to each client device based at least partially on client information uploaded to the advertisement distribution facility by each client device at prescribed update intervals (col. 5, lines 5-13, lines 32-37).

Regarding claim 69, Shaw teaches the system as set forth in Claim 45, wherein the at least one playlist server selects the one or more playlists to be transmitted to each client device based at least partially on client information uploaded to the advertisement distribution facility by each client device at prescribed update intervals (col. 5, lines 5-13, lines 32-37).

Regarding claim 70, Shaw teaches the system as set forth in Claim 46, wherein the at least one playlist server selects the one or more playlists to be transmitted to each client device based at least partially on client information uploaded to the advertisement distribution facility by each client device at prescribed update intervals (col. 5, lines 5-13, lines 32-37).

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Regarding claim 71, Shaw teaches the system as set forth in Claim 69, wherein the prescribed update intervals comprise the prescribed playlist check intervals (col. 5, lines 5-13, lines 32-37).

Regarding claim 72, Shaw teaches the system as set forth in Claim 70, wherein the prescribed update intervals comprise the prescribed playlist check intervals (col. 5, lines 5-13, lines 32-37).

Regarding claim 73, Shaw teaches the system as set forth in Claim 37, wherein the at least one playlist server transmits one or more of the generated playlists to each client device in response to a playlist request that it receives from that client device (abstract).

Regarding claim 74, Shaw teaches the system as set forth in Claim 45, wherein the at least one playlist server transmits one or more of the generated playlists to each client device in response to a playlist request that it receives from that client device (abstract).

Regarding claim 75, Shaw teaches the system as set forth in Claim 46, wherein the at least one playlist server transmits one or more of the generated playlists to each client device in response to a playlist request that it receives from that client device (abstract).

Regarding claim 76, Shaw teaches the system as set forth in Claim 74, wherein each client device generates a respective playlist request at the prescribed playlist check intervals (col. 5, lines 5-13, lines 32-37).

Regarding claim 77, Shaw teaches the system as set forth in Claim 75, wherein each client device generates a respective playlist request at the prescribed playlist check intervals (col. 5, lines 5-13, lines 32-37).

Regarding claim 78, Shaw teaches the system as set forth in Claim 37, wherein the at least one playlist server transmits one or more of the generated playlists to each client device in response to a playlist request that it receives from that client device, at prescribed playlist check intervals (col. 5, lines 5-13, lines 32-37).

### ***Conclusion***

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.


1. USPN 6,377,936 issued to Henrick et al.
2. USPN 6,285,985 issued to Horstmann.
3. USPN 6,148,332 issued to Brewer et al.
4. USPN 5,740,549 issued to Reilly et al.
5. USPN 5,948,061 issued to Merriman et al.
6. USPN 6,084,628 issued to Sawyer.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Alina N Boutah whose telephone number is (703) 305-5104. The examiner can normally be reached on Monday-Thursday (9:00 am-7:00 pm).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, David A Wiley can be reached on (703) 308-5221. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

*ANB*  
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DAVID WILEY  
SUPERVISORY PATENT EXAMINER  
TECHNOLOGY CENTER 2100